The Tourism Monographs
N° 40, June 2004

Ontario's Overseas Travel Markets — 2002

Published by the Ontario Ministry of Tourism and Recreation
Printed by the Queen's Printer for Ontario
Province of Ontario, Toronto, Canada

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ISBN 0-7794-6469-9

104-07273/

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HIGHLIGHTS

Overseas Travel to Ontario – 2002

- In 2002, 3.884 million overseas residents visited Canada (excluding commuters and students). Of these, 3.665 million stayed for one or more nights. Ontario hosted 52% of the total overseas visitors to Canada (or 2.014 million) and 47% of the overnight visitors (or 1.704 million).[1]

- Of the 2.014 million overseas visitors to Ontario, 1.032 million visited *only* Ontario. The remainder (982,000) visited Ontario *and* at least one other Canadian province.[2]

- Overseas visitors spent a total of $1,521 million in the province and an additional $961 million on Canadian carrier fares to get here, for a total of $2,483 million. Of this total, $1,428 million was spent by overseas travellers for whom Ontario was the only Canadian province visited on their trip. Ontario receives over one-third of all spending by overseas visitors in Canada ($2,483 million out of $7,159 million).[3]

- The U.K. generated the largest share of overnight person-visits to Ontario (21% of overseas or 358,000). This was followed by Japan (10% or 166,000), Germany (7% or 115,000) and France (7% or 113,000).[4]

- 66% of overseas visitors to Ontario chose the automobile for inter-city travel. This was followed by commercial bus (32%), plane (22%), train (11%), boat (8%) or other means (31%). Of those who used a car to travel within Canada, 28% rented one for at least part of their stay in the country.

- Overseas visitors continued to concentrate their visits to Ontario during the third calendar quarter of 2002 (43%). Spring was second in popularity (26%), followed by fall (20%) and winter (11%). Overnight visitors to the province had the same seasonal pattern.[5]

- More overseas residents who visited Ontario during 2002 were on pleasure trips (44%) than travelled for any other single reason. Visitors who took their trips to visit friends or relatives made up 32% of Ontario's overseas visitors, while business travellers made up 17%. The same trip purpose pattern was evident among overseas overnight visitors.[6]

- On average, overseas visitors stayed in the province for 9.1 nights. Of those who spent at least one night here, the average stay in the province was for 10.7 nights.

- Most of the 18.2 million person-nights spent in the province by overseas visitors were spent in non-commercial accommodation (57%, or 10.4 million person-nights in private homes or private cottages).

- The overwhelming majority of the overnight overseas visitors who came to Ontario during 2002 went shopping (86%) and/or sightseeing (77%) while on their Canadian trip. Visiting friends and/or relatives was the third most popular activity (63%), followed by visits to parks (45%).

- The vast majority of the same-day person-visits from overseas countries to Ontario were to Toronto & Area (71% or 219,000) and to Niagara Region (17% or 53,000).[7]

- Toronto & Area (72% or 1.2 million visits), Ottawa Region (23% or 390,000 visits) and Niagara Region (22% or 377,000 visits) were the most popular regions for overnight travel.

- Toronto & Area received the largest share of overseas expenditures in Ontario (71%), and its visitors also had the highest average spending per person-visit of all of Ontario's travel regions. Toronto & Area attracted a disproportionately high number of business travellers. It was also the "reception" point for many overseas travellers because it has Canada's largest international airport. A great deal of money was spent on airfare in this region because many overseas travellers used Toronto as their point of entry/exit.

Comparison of Key Findings: 2002, 2001 and 2000

Travel to Ontario from Overseas Countries

- Total trips to Ontario from overseas countries decreased between 2000 and 2002 by 16% and by 6% between 2001 and 2002. On a country-by-country basis, visitation decreased from all overseas countries in 2002 over 2000, with the exception of Mexico and Israel. Compared to 2001, visits from Japan, the Netherlands, Mexico and Israel increased, while all other countries decreased.

- Overnight visits from overseas markets decreased by 13% between 2000 and 2002 and by 5% between 2001 and 2002. On a country-by-country basis, overnight visits decreased from all overseas countries, with the exception of Mexico and Israel over 2000, while compared to 2001 overnight visits decreased from all countries, with the exception of Mexico, Israel and Japan.

- While "pleasure" continued to be the dominant trip purpose among overseas visitors (44%), this motivation was less of a factor in 2002 than it was in 2000 when it represented 50% of the overseas market or in 2001 when it represented 48% of the market.

- Hotels remained the most popular form of lodging among overseas visitors to Ontario. Half of these overnight visitors spent at least one night in a hotel during their stay in the province.

- Total visitation to all travel regions decreased in 2002 over 2000 and over 2001. The most affected region was the Niagara Region with a drop in overseas visitors of 49% over 2000 and of 43% over 2001.

- Total overnight visitation decreased in 2002 over 2000 in all regions with the exception of Eastern Ontario where visitation stayed the same. Overnight visits increased in Essex, South-western Ontario, St. Lawrence River Corridor and in the Ottawa Region in 2002 over 2001, but decreased in the remaining travel regions.

- At $2,483 million, total spending by overseas visitors in Ontario in 2002 decreased by 1% over 2000, but increased by 5% over 2001. This was due to an increase in spending by overseas visitors on a per-trip basis.

- When inflationary impacts are removed, real expenditures in Ontario by overseas visitors (measured in 1992 dollars) decreased by 4.7% from $1,912 million in 2000 to $1,822 million in 2002. But when comparing to 2001, expenditures increased by 3.3% from $1,765 million.

INTRODUCTION

The information contained in this report was extracted from the micro data files of the International Travel Survey (ITS) by Research Resolutions & Consulting Ltd. on behalf of the Ontario Ministry of Tourism and Recreation.

The ITS is conducted by Statistics Canada every year with the help of Canada Customs and Immigration. Canada Customs and Immigration conducts a census of border crossings and distributes the questionnaires to a sample of individual travellers. The questionnaires were self-completed by the travellers and were mailed back to Statistics Canada.

The provincial statistics presented in this report are based on the census of overseas visitors as far as their numbers, their origin and their mode of transport used to enter Canada are concerned. Most of the remaining trip characteristics were obtained through 6,535 questionnaires completed by overseas visitors (out of 12,778 usable questionnaires of overseas visitors to Canada).

The data in this report differs from that reported in the Touriscope, or supplied electronically by Statistics Canada. This is primarily due to the following:

1. Statistics Canada does not allocate Canadian carrier fares to the provinces. Ontario does so based on the mode of transport and the port of entry/exit used.

2. Ontario does a number of imputations for missing values.

3. Statistics Canada allocates expenditures to the provinces based on the number of nights a visitor spends in each place. Ontario distinguishes between accommodation expenditures and other expenditures. The former are distributed according to the number of nights a visitor spent in various places, and according to whether or not commercial accommodation was used in each overnight stop.

The regional data in this report differs from the data contained in pre-1998 ministry publications because same-day excursions by overnight visitors to Ontario were not included in the database prior to 1998. The reader is referred to the 1999 report and tabulations for a comparison of Ontario data with and without same-day excursions by overnight visitors.

For more detail about how Ontario manages this database, please write to the address below to obtain the technical appendix.

To aid the reader, a glossary of terms used throughout this report is appended. For more information, please contact:

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AN OVERVIEW OF ONTARIO'S OVERSEAS VSITORS - 2002

Ontario's Share of Overseas Visits to Canada

- During 2002, 3.884 million overseas residents visited Canada (excluding commuters and students). Of these, 3.665 million stayed for one or more nights. Ontario hosted 52% of the total overseas visitors to Canada (or 2.014 million) and 47% of the overnight visitors (or 1.704 million).[8]

- Of the 2.014 million overseas visitors to Ontario, 1.032 million visited *only* Ontario. The remainder (982,000) visited Ontario *and* at least one other Canadian province.[9]

Port of Entry into Canada

- A total of 1.616 million overseas visitors entered Canada through Ontario's international ports. 85% of these visitors came into the country through Toronto's Pearson International airport. Other ports used included Niagara Falls/Fort Erie (9%) and Windsor (2%). A significant portion of the total overseas visitors to Ontario entered Canada through non-Ontario ports — namely, those of Quebec and British Columbia.[10]

Transportation Used

- Most overseas visitors to Ontario came to Canada by air (89%), although 11% of them came to Ontario via the U.S. by auto, train, bus, or boat. Of those who used air, 76% came to Canada directly from overseas, and 24% flew into Canada from a location in the United States.[11]

- While in Canada, 66% of overseas visitors to Ontario chose the automobile for inter-city travel. This was followed by commercial bus (32%), plane (22%), train (11%), boat (8%) or other means (31%). Of those who used a car to travel within Canada, 28% rented one for at least part of their stay in the country.

Same Day vs. Overnight

- Of the 2.014 million overseas visitors to the province, 15% (or 309,000) stayed for one day or less and 85% (or 1.704 million) stayed for one or more nights.

Origin

- The U.K. generated the largest share of total overseas visitors to the province (406,000 or 20%). This was followed by Japan (197,000 or 10%), Germany (145,000 or 7%), and France (135,000 or 7%).[12]

- The U.K. also generated the largest share of overnight person-visits to Ontario (21% or 358,000). This was followed by Japan (10% or 166,000), Germany (7% or 115,000) and France (7% or 113,000).[13]

- Visitors from all European countries accounted for 53% of the total overseas visitors to Ontario. This was followed by east Asia (20%), other Asia (9%), Central America (5%), the Caribbean (5%), the Pacific (4%), South America (3%) and Africa (1%).[14]

Route Used to Enter Canada

- Most overseas visitors to Ontario came to Canada by air directly from their country of residence (68%). Direct arrival was typical of European visitors (76%) and especially those from France (83%) and the U.K. (76%).

- 60% of Asian visitors to Ontario arrived directly from their country of origin, while the remainder arrived via the U.S. either by airplane (23%) or via a U.S. land port by auto, bus, or train (17%).[15]

- About half of the overseas overnight visitors to Ontario who came via the U.S. spent nights south of the border before coming to Canada. In most cases, these overnight visitors spent three or more nights in the U.S. before coming to Canada. This suggests that the U.S. and Canada may have been a dual destination.[16]

Seasonality

- Overseas visitors continued to concentrate their visits to Ontario during the third calendar quarter of 2002 (43%). Spring was second in popularity (26%), followed by fall (20%) and winter (11%). Overnight visitors to the province had the same seasonal pattern.[17]

- Seasonal patterns were relatively consistent for Ontario's major overseas markets. The exception was overnight visitors from France (49% of visits occurred in the summer), which was predominantly a "pleasure" market. France had a higher incidence of travel in the summer months than Germany (45%), the U.K. (42%) and Japan (39%). The U.K. had a particularly high level of visits to see friends and relatives, while Japan generated a comparatively high level of business trips.

- Overnight trips motivated by "pleasure" were most highly concentrated in the third calendar quarter (50%), followed by the spring quarter (25%). The fourth quarter attracted only 17% of Ontario's overseas overnight pleasure visitors.

- The third calendar quarter was also very popular among tourists coming to Canada to see friends and relatives (44%). This was followed by the spring quarter (23%) and a comparatively robust fourth quarter. One-fifth of overseas overnight visitors in Ontario on "VFR" (**V**isiting **F**riends and **R**elatives) trips were taken during the fourth quarter, likely to participate in major winter holidays and religious festivals.

- Overnight overseas business travel in Ontario had a different seasonal distribution than did pleasure or VFR travel. About one-third of business trips commenced in spring (34%), and one-quarter in each of the summer and fall quarters (26% and 25%, respectively), with the remainder in the winter quarter (16%).[18]

Main Purpose of Trip

- More overseas residents who visited Ontario during 2002 were on pleasure trips (44%) than travelled for any other single reason. Visitors who took their trips to visit friends or relatives made up 32% of Ontario's overseas visitors, while business travellers made up 17%. The same trip purpose pattern was evident among overseas overnight visitors to Ontario in 2002.[19]

- The U.K. was the largest source of overnight business, VFR and pleasure visits to Ontario.

- The pleasure market for Ontario was highly concentrated among comparatively few countries. The four major sources of overnight visitors from overseas in 2002 — the U.K., Japan, Germany and France — accounted for over half of all pleasure travel to the

province from abroad (51%). In contrast, the four leading countries in the business market (33%) and VFR market (40%) accounted for less than half of their respective flows, suggesting a more diversified mix of feeder countries (see Chart 1).

CHART 1: The Top Overnight Overseas Travel Markets by Main Purpose and Origin 2002

Pleasure (total=738,000 visits)		Business (total=302,000 visits)		VFR (total=573,000 visits)	
% of Overnight Overseas Pleasure Visits from:		% of Overnight Overseas Business Visits from:		% of Overnight Overseas VFR Visits from:	
U.K.	21%	U.K.	14%	U.K.	25%
Japan	15%	China	10%	Germany	6%
France	10%	Germany	8%	Japan	5%
Germany	7%	Scandinavia	6%	France	4%
Mexico	6%	Japan	6%	Hong Kong	4%
Australia	4%	France	5%	Israel	4%

Special ITS Overseas Tabulations, MTR, page P2-1

Length of Stay in Ontario

- On average, overseas visitors stayed in the province for 9.1 nights. Of those who spent at least one night here, the average stay in the province was 10.7 nights.

- Japanese and French overnight visitors had the lowest average length of stay in Ontario, at 5.8 nights and 5.7 nights, respectively.

- Among those who spent any nights in the province, visitors from the U.K., other European countries (excluding Germany and France) and other Asian countries (excluding Japan) were especially likely to concentrate their Canadian time in Ontario.

- Visitors from France who stayed overnight in Ontario spent a higher share of their nights in other parts of Canada than they spent in Ontario (44%). Visitors from Japan also spent a sizeable portion of their trip elsewhere in Canada. Ontario attracts only 64% of the nights spent on these Japanese visitors' comparatively short trips (please see Chart 2 on the following page).

- Overnight overseas guests in Ontario who were visiting friends and relatives averaged two full weeks within the province (14.0 nights). On the other hand, trips made for pleasure averaged about one week within Ontario (6.6 nights). Business trips also kept the overseas overnight visitor in Ontario for just over one week (7.6 nights).[20]

Chart 2: Share of Nights in Ontario by Overnight Overseas Visitors 2002								
Average number of nights . . .	Total	U.K.	Germany	France	Other Europe	Japan	Other Asia	All Other
In Canada	14.5	12.7	13.9	12.9	15.1	9.1	18.2	16.1
In Ontario	10.7	9.9	9.5	5.7	11.4	5.8	14.0	12.4
Share of Total Nights Spent in Ontario	74%	78%	68%	44%	75%	64%	77%	77%

Source: Special ITS Overseas Tabulations, MTR, page P35, P37-1

Party Size

- Travelling parties from overseas countries on a same day visit to Ontario had an average size of 1.6 persons. Those on an overnight visit had an average size of 1.7 persons.

- Business travellers were more likely to travel alone than were those travelling for other purposes. This was reflected in the smaller average party size for overnight business travellers in the province (1.3 persons), versus those on overnight pleasure trips (2.0 persons) or trips to see friends and relatives (1.6 persons).[21]

Party Composition

- The vast majority of overseas visitors to Ontario (94%) travelled in parties of adults only. The remainder (6%) travelled in parties with adults and at least one child less than 15 years old. Of the parties that were adults only, more than half were one-adult parties, more than one-third were two-adult parties and almost one-tenth were in parties of three or more adults.[22]

Age and Gender

- The average age of overseas visitor to Ontario was 42 years. 52% were male and 48% were female.[23]

- The average age of overnight overseas visitor was 43 years. Within the overnight visitor segment, 51% were male and 49% female.

- Fewer than one-tenth of overseas visitors to Ontario were under the age of 15 (6%) while slightly more than one in ten were over the age of 64 (11%).

- Of Ontario's four major overseas overnight feeder markets, the Germans were the youngest, with an average age of 42 years. Visitors from the U.K. were the oldest, with an average age of 47 years. French and Japanese overnight visitors to Ontario fell between these two groups.

Accommodation

- Most of the 18.2 million person-nights spent in the province by overseas visitors were spent in non-commercial accommodation (57%, or 10.4 million person-nights in private homes or private cottages).

- Overseas visitors spent a further 4.6 million person-nights in Ontario in 2002 in roofed commercial accommodation. Most of these nights were spent in hotels (3.9 million

person-nights). A further 438,000 person-nights were spent in motels, with 283,000 in commercial cottages or cabins, and 200,000 in campgrounds or trailer parks [24]

CHART 3: Overnight Person-Visits from Overseas Countries by Accommodation Type 2002

Type of Accommodation	Share of Overseas Person-Nights in Ontario	Average Length of Stay in Ontario (nights)	Average Party Size (persons)	Proportion of "Adults-Only" Parties
Hotel	21%	4.4	1.8	95%
Motel	2%	3.2	2.2	88%
Commercial Cottage	2%	5.0	2.0	79%
Camping/Trailer Park	1%	6.0	2.2	81%
Home of Friend/Relative	56%	13.9	1.6	92%
Private Cottage	1%	15.0	2.7	74%

Source: Special ITS Overseas Tabulations, MTR, P16-1, M38-1, M39-1 *Less than 0.5 %. The balance of nights are described as "other" accommodation type or not specified by the respondent.

- Among Ontario's four main overseas markets, visitors from the UK were the least likely to use commercial roofed accommodation: 27% of the person-nights generated by visitors from the UK were spent in commercial roofed accommodation.

- In contrast, visitors from Japan used the commercial roofed accommodation the most (47%).

- Visitors who used the homes of friends or relatives as accommodation stayed for nearly two weeks in Ontario and travelled in the smallest party size.

Activities

- Irrespective of the country of origin, the overwhelming majority of the overnight overseas visitors who came to Ontario during 2002 went shopping (86%) and/or sightseeing (77%) while on their Canadian trip. Visiting friends and/or relatives was the third most popular activity (63%), followed by visits to parks (45%). Outdoor sports and activities form part of the Canadian experience for slightly more than one in five Ontario overnight overseas visitors (21%).

- These activity participation levels were as clearly delineated for all overnight overseas visitors in Ontario as they were for those who restricted their Canadian trip to Ontario locations only. As shown in Chart 4, however, there were some shifts in the relative positions of the top three activities for different overseas travel flows (origin) and for the subset of travellers on pleasure trips.

CHART 4: Activities Participated in During the Trip Overnight Visitors from Overseas Countries 2002				
Origin	**All Main Purposes**		**Main Purpose Pleasure**	
U.K.	Shopping	91%	Sightseeing	93%
	Sightseeing	79%	Shopping	92%
	Visit friends/relatives	68%	Visit historic sites	59%
France	Shopping	89%	Shopping	94%
	Sightseeing	79%	Sightseeing	93%
	Museum/art gallery	64%	Visit historic sites	80%
Germany	Shopping	88%	Sightseeing	88%
	Sightseeing	76%	Shopping	85%
	Visit friends/relatives	52%	Visit parks	65%
Other Europe	Shopping	82%	Shopping	89%
	Sightseeing	75%	Sightseeing	87%
	Visit friends/relatives	65%	Visit parks	61%
Japan	Sightseeing	86%	Sightseeing	96%
	Shopping	86%	Shopping	90%
	Visit park	67%	Visit parks	82%
Other Asia	Shopping	85%	Sightseeing	87%
	Sightseeing	77%	Shopping	85%
	Visit friends/relatives	75%	Visit friends/relatives	65%
All Other Countries	Shopping	88%	Shopping	93%
	Sightseeing	72%	Sightseeing	83%
	Visit friends/relatives	68%	Visit historic sites	61%

Source: Special ITS Overseas Tabulations, MTR, P24, M15/16-1

Rating of Services

- Visitors were asked to rate various aspects of their trip experience in Canada relative to their home countries. There was no single pattern in overseas overnight Ontario visitors' responses.

- Most visitors rated the transportation, accommodation, hospitality of local people, and the variety of things to see and do as better than or the same as what might be found in their home country. With the exceptions of visitors from the U.K., France and other European countries (other than Germany), however, neutral or negative ratings of Canada for *value for money were* typical of the majority of overseas visitors.

CHART 5: Rating of Services in Canada Compared to Home Country Overnight Person-Visits from Overseas Countries 2002					
Origin of Visitors	Transport Services	Accom. Services	Hospitality of Local People	Value for Money	Variety of Things to See & Do
U.K.					
Better	78%	83%	95%	82%	85%
Same	16%	13%	5%	17%	13%
Worse	6%	4%	-	1%	2%
France					
Better	77%	82%	94%	53%	81%
Same	17%	14%	5%	38%	15%
Worse	6%	4%	1%	9%	4%
Germany					
Better	66%	69%	92%	44%	71%
Same	23%	28%	5%	43%	26%
Worse	11%	3%	2%	13%	3%
Other Europe					
Better	76%	75%	88%	49%	73%
Same	18%	21%	11%	41%	22%
Worse	6%	4%	1%	10%	5%
Japan					
Better	55%	73%	80%	41%	74%
Same	35%	24%	20%	55%	23%
Worse	11%	3%	-	3%	2%
Other Asia					
Better	76%	66%	77%	36%	66%
Same	19%	27%	22%	48%	27%
Worse	5%	8%	1%	16%	7%
Other Countries					
Better	86%	79%	81%	54%	80%
Same	11%	17%	18%	38%	17%
Worse	3%	4%	2%	9%	3%

Source: Special ITS Overseas Tabulations, MTR, P56-1/3

"Better", "same" and "worse" [*not as good*] *were* consumers' ratings of their trip in Canada *"in comparison with your home country".*

Regional Visitation

- The vast majority of the same-day person-visits from overseas countries to Ontario were to Toronto and Region (71% or 219,000) and to Niagara Region (17% or 53,000).[25]

- Toronto and Region (72% or 1.2 million visits), Ottawa Region (23% or 390,000 visits) and Niagara Region (22% or 377,000 visits) were the most popular regions for overnight travel.

CHART 6: Total and Overnight Person-Visits from Overseas Countries by Ontario Travel Region 2002				
Region	Total Visits		Overnight Visits	
	(000)	(%)	(000)	(%)
1: Essex	17	1%	12	1%
2: South-Western Ontario	87	4%	83	5%
3: Niagara Region	430	21%	377	22%
4: South-Central Ontario	129	6%	129	8%
5: Toronto and Region	1,438	71%	1,219	72%
6: Central Ontario	162	8%	162	10%
7: St. Lawrence River Corridor	135	7%	131	8%
8: Ottawa Region	406	20%	390	23%
9: Eastern Ontario	26	1%	24	1%
10-12: Northern Ontario	68	3%	58	3%
Total	2,014	100%	1,704	100%

Source: Special ITS Overseas Tabulations, MTR, R4-1/2

CHART 7: Total Person-Visits in Ontario from Overseas Countries by Average Length of Stay and Party Size				
Region Visited	Average			
	Length of Stay		Party Size	
	All Visits	Overnight Visits	All Visits	Overnight Visits
	(Nights)		(Persons)	
1: Essex	5.7	9.3	1.6	1.7
2: South-Western Ontario	9.1	11.5	1.6	1.7
3: Niagara Region	2.0	3.7	1.9	2.0
4: South-Central Ontario	8.1	10.4	1.6	1.6
5: Toronto and Region	6.4	8.1	1.6	1.7
6: Central Ontario	6.3	7.6	1.8	1.9
7: St. Lawrence River Corridor	3.3	4.4	2.0	2.0
8: Ottawa Region	5.2	5.8	1.8	1.8
9: Eastern Ontario	4.3	6.1	1.7	1.8
10-12: Northern Ontario	5.9	7.2	1.8	1.7

Source: Special ITS Overseas Tabulations, MTR, R14-1, R24-2

- Overseas visitors in South-Western and South-Central Ontario tended to spend more nights in these regions than did visitors to other parts of the province. On average, an overnight overseas visitor in South-Western and South-Central Ontario spent about eleven nights in the region whereas those who went to Niagara Region or St. Lawrence River Corridor spent about four nights in the region.

- Party size for overseas visitors was relatively stable from one region to the next.

CHART 8: Total Person-Visits in Ontario from Overseas Countries 2002

Region Visited	% of Visits to a Region by Main Purpose of Trip	All Visits	Overnight Visits
1: Essex	Pleasure	26%	25%
	VFR	63%	67%
	Business	11%	8%
	Personal/Other	-	-
2: South-Western Ontario	Pleasure	23%	24%
	VFR	52%	52%
	Business	18%	18%
	Personal/Other	7%	6%
3: Niagara Region	Pleasure	58%	70%
	VFR	29%	22%
	Business	8%	5%
	Personal/Other	5%	8%
4: South-Central Ontario	Pleasure	30%	29%
	VFR	52%	50%
	Business	12%	14%
	Personal/Other	5%	6%
5: Toronto and Region	Pleasure	45%	47%
	VFR	31%	30%
	Business	17%	18%
	Personal/Other	6%	5%
6: Central Ontario	Pleasure	41%	43%
	VFR	47%	44%
	Business	5%	6%
	Personal/Other	7%	8%
7: St. Lawrence River Corridor	Pleasure	60%	60%
	VFR	30%	31%
	Business	6%	5%
	Personal/Other	3%	8%
8: Ottawa Region	Pleasure	50%	51%
	VFR	31%	30%
	Business	16%	16%
	Personal/Other	3%	3%
9: Eastern Ontario	Pleasure	30%	38%
	VFR	64%	54%
	Business	16%	4%
	Personal/Other	3%	-
10-12: Northern Ontario	Pleasure	54%	48%
	VFR	42%	47%
	Business	1%	2%
	Personal/Other	3%	2%

Source: Special ITS Overseas Tabulations, MTR, P41-1, P42-1, horizontal %s

- Trips by overseas overnight visitors to most of Ontario's travel regions were motivated by pleasure, followed by visiting friends and relatives.

- Business travel was especially common among overseas overnight visitors in tourism regions that had major urban centres. This included Toronto & Area and Southwestern Ontario (18% each). The Ottawa Region and South-Central Ontario (16% and 14%, respectively) also attracted more business travellers than other regions in the province.

Expenditures

- Overseas visitors spent a total of $1,521 million in the province and an additional $961 million on Canadian carrier fares to get here, for a total of $2,483 million. Of this total, $1,428 million was spent by overseas travellers for whom Ontario was the only Canadian province visited on their trip. Ontario receives over one-third of all spending by overseas visitors in Canada ($2,483 million out of $7,159 million).[26]

- Ontarians spent $1,518 million more in overseas countries than the residents of those countries spent in Ontario (fares included). In 2002, Ontarians spent $4,001 million in overseas countries. Our receipts from overseas visitors, on the other hand, were $2,483 million, yielding a deficit of $1,518 million.

- Overseas visitors on a same-day visit to Ontario spent a total of $191 million, whereas those who stayed in Ontario for one or more nights spent $2,292 million, or $1,344 per person-visit. The overall average (any length of stay) was $1,233 per person-visit.

CHART 9: Total Overseas Visitors' Expenditures Assigned to Ontario

Country of Origin	Total Expenditures (millions)	Average Spending* Per Person-Visit	
		All Visits	Overnight Visits
U.K.	$561	$1,383	$1,469
France	$105	$776	$831
Germany	$163	$1,125	$1,216
Other Europe	$455	$1,177	$1,305
Japan	$248	$1,258	$1,376
Other Asia	$430	$1,114	$1,241
Other Countries	$521	$1,453	$1,566
Total Overseas	$2,483	$1,233	$1,344

Source: Special ITS Overseas Tabulations, MTR, P4-1, P31, P32-1. *Average spending per person-visit in Ontario including domestic carrier fares.

- The overall average expenditure per person-visit ranged from a low of $776 for French visitors to a high of $1,453 for those from countries outside of Europe and Asia. These estimates included the cost of getting to Canada from overseas for visitors who relied on a Canadian domestic carrier for their travel.[27]

- A similar spending pattern emerges when carrier fares to reach Canada were excluded (see Chart 10).

CHART 10: Total Overseas Visitors' Expenditures Assigned to Ontario (Excludes Public Transport Fares to and from Canada/Ontario)

Country of Origin	Total Expenditures (millions)	Average Spending* Per Person-Visit:	
		All Visits	Overnight Visits
U.K.	$315	$776	$874
France	$65	$480	$564
Germany	$91	$629	$783
Other Europe	$277	$714	$871
Japan	$146	$742	$871
Other Asia	$299	$774	$909
Other Countries	$329	$919	$1,048
Total Overseas	$1,521	$755	$885

Source: Special ITS Overseas Tabulations, MTR, P29-1, P31, P32-1. *Average spending per person-visit in Ontario excluding domestic carrier fares.

- Those travelling primarily to see friends and relatives spent less money in Ontario ($455 million) than did overseas visitors travelling primarily for pleasure ($638 million).

- In both cases, spending was roughly commensurate with the travel volume represented by the main purpose. Pleasure travel within the overseas market segment represents 44% of all trips and spending by these visitors represents 42% of the total spent in the province in 2002. VFR overseas travel represents nearly one-third (32%) of all overseas travel and just under one-third of all spending in Ontario (30%). Excludes domestic carrier fares to/from Canada.

- A different pattern appeared for business travel. This market represented only 17% of all overseas tourism in Ontario in 2002, but generated 23% of overseas spending in the province ($345 million). The importance of business travel was evident in the higher yield per trip generated by this type of travel. Each overseas business traveller spent approximately $1,000 in Ontario. Visitors travelling for pleasure or to see friends and relatives, however, spent between $700 and $850 on average (figures are rounded – see Chart 11).

- Since 43% of all overseas travel in Ontario took place in the third calendar quarter, it was not surprising that most of the spending was also concentrated in this season ($653 million or 43%).

- Overseas visitors in Ontario exhibited different spending patterns depending on whether they spent their nights in the province's paid, roofed lodging or in private homes or campgrounds. For example, overnight overseas business travellers stayed in hotels in the province — 67% of them used hotels in Ontario, with no other accommodations.[28] Logically, almost half of the total spending of these business travellers in Ontario was on accommodation (43%).

- In contrast, overseas overnight pleasure travellers were likely to divide their accommodation in the province between roofed commercial lodgings (60%) and non-commercial or camping facilities (26%). One-third of their total spending was on lodging (33%).

- Many overseas visitors who travelled to see friends and relatives also *stayed with* friends or relatives, rather than utilizing paid lodging facilities in the province. As a result, these travellers spent comparatively little on accommodation in Ontario (11%).

CHART 11: Overseas Visitors' Expenditures Assigned to Ontario by Trip Purpose & Season 2002 (Excludes Public Transport Fares to and from Canada/Ontario)

Trip Purpose	Total Expenditures (millions)	Average Spending* Per Person-Visit:	
		All Visits	Overnight Visits
Pleasure	$638	$724	$855
VFR	$455	$698	$790
Business	$345	$989	$1,136
Season			
Quarter I	$166	$737	$894
Quarter II	$395	$753	$870
Quarter III	$653	$753	$882
Quarter IV	$307	$777	$904

Source: Special ITS Overseas Tabulations, MTR: P4-1, P31, P32-1. *Average spending per person-visit in Ontario excluding domestic carrier fares.

CHART 12: Distribution of Total Overseas Expenditures in Ontario by Item of Expenditure 2002 (Excludes Public Transport Fares to and from Canada/Ontario)

Item of Expenditure	Pleasure		VFR		Business	
	All Visits	Overnight Visits	All Visits	Overnight Visits	All Visits	Overnight Visits
Accommodation	33%	33%	11%	11%	42%	43%
Auto/Local Transport	13%	14%	13%	13%	13%	13%
Food & Beverage	20%	20%	26%	26%	21%	20%
Entertainment	10%	10%	12%	12%	5%	5%
Retail/Other	24%	24%	39%	39%	19%	19%

Source: Special ITS Overseas Tabulations, MTR, page P29-1

- Toronto & Area received the largest share of overseas expenditures in Ontario (71%), and its visitors also had the highest average spending per person-visit of all of Ontario's travel regions. Toronto & Area attracted a disproportionately high number of business travellers. It was also the "reception" point for many overseas travellers because it has Canada's largest international airport. A great deal of money was spent on airfare in this region because many overseas travellers used Toronto as their point of entry/exit.

CHART 13: Total Overseas Expenditures Assigned to Ontario's Regions

Region	Total Expenditures ($000)	Average Spending per Visit* All Visits	Overnight Visits
1. Essex	$8,048	$259	$382
2. South-Western Ontario	$52,705	$470	$586
3. Niagara Region	$179,392	$226	$371
4. South-Central Ontario	$71,561	$434	$542
5. Toronto and Region	$1,761,048	$572	$712
6. Central Ontario	$81,085	$414	$490
7. St. Lawrence River Corridor	$51,861	$298	$376
8. Ottawa Region	$239,804	$423	$466
9. Eastern Ontario	$7,819	$237	$291
10-12. Northern Ontario	$28,416	$395	$474

Source: Special ITS Overseas Tabulations, MTR, P43, R12, R13

* Some regions, especially Toronto, were assigned transport fares of travellers who were in transit and did not visit the region. The averages shown in this table exclude these transport fares.

COMPARISON OF KEY FINDINGS OVERSEAS MARKET: 2002, 2001, 2000

- Total trips to Ontario from overseas countries decreased between 2000 and 2002 by 16% and decreased by 6% between 2001 and 2002. On a country-by-country basis, visitation decreased from all overseas countries in 2002 over 2000, with the exception of Mexico and Israel. Compared to 2001, visits from Japan, the Netherlands, Mexico and Israel increased, while all other countries decreased (see chart 15).

- Chart 14 outlines the trend in visits by quarter from overseas countries in 2000, 2001 and 2002. Total visits were down prior to the September 11, 2001 attacks in New York. Visits remained down in 2002 compared to 2001 or 2000.

CHART 14: Person-Visits (Total and Overnight) to Ontario from Overseas Countries by Quarter Trip Started

Quarter Trip Started	2000				2001				2002			
	Total Visits (000)	%	O/N Visits (000)	%	Total Visits (000)	%	O/N Visits (000)	%	Total Visits (000)	%	O/N Visits (000)	%
One (Jan-Mar)	275	12	205	10	272	13	214	12	226	11	184	11
Two (Apr-June)	666	28	553	28	662	30	558	31	525	26	451	26
Three (July-Sept)	1,001	42	846	43	888	41	745	42	887	43	734	43
Four (Oct-Dec)	442	19	362	18	334	16	278	15	395	20	336	20
Total	2,384	100	1,967	100	2,146	100	1,795	100	2,014	100	1,704	100

Source: Special ITS Overseas Tabulations, MTR, S1-1

CHART 15: Total Person-Visits to Ontario from Overseas Countries by Origin

Origin of Visitors	2000 Visitors (000)	(%)	2001 Visitors (000)	(%)	2002 Visitors (000)	(%)	% ch in visitors 00/02	% ch in visitors 01/02
U.K.	488	20	456	21	406	20	-17%	-11
Germany	190	8	164	8	145	7	-24%	-12
France	206	9	171	8	135	7	-34%	-21
Japan	258	11	195	9	197	10	-24%	1
Italy	90	4	69	3	65	3	-28%	-6
South Korea	68	3	65	3	59	3	-13%	-9
Hong Kong	71	3	57	3	45	2	-37%	-21
Netherlands	68	3	53	2	61	3	-10%	15
Australia	64	3	66	3	63	3	-2%	-5
Mexico	75	3	83	4	82	4	9%	-1
Israel	69	3	74	3	70	3	1%	-5
Other countries	737	31	693	32	686	34	-7%	-1
Total overseas	2,384	100	2,146	100	2014	100	-16%	-6

Source: Special ITS Overseas Tabulations, MTR, P1-2

- Overnight visits from overseas markets decreased by 13% between 2000 and 2002 and by 5% between 2001 and 2002. On a country-by-country basis, overnight visits decreased from all overseas countries, with the exception of Mexico and Israel over 2000, while compared to 2001 overnight visits decreased from all countries, with the exception of Mexico, Israel and Japan (see chart 16).

CHART 16: Total Overnight Person-Visits to Ontario from Overseas Countries by Origin

Origin of Visitors	2000		2001		2002		% ch in visitors 00/02	% ch in visitors 01/02
	Visitors (000)	(%)	Visitors (000)	(%)	Visitors (000)	(%)		
U.K.	426	22	407	23	358	21	-16	-12
Germany	147	7	121	7	115	7	-22	-5
France	173	9	143	8	113	7	-35	-21
Japan	211	11	160	9	166	10	-21	4
Italy	60	3	56	3	55	3	-8	-2
South Korea	48	2	49	3	44	3	-8	-10
Hong Kong	64	3	54	3	43	3	-33	-20
Netherlands	59	3	49	3	51	3	-14	4
Australia	57	3	56	3	54	3	-5	-4
Mexico	63	3	72	4	77	5	22	7
Israel	44	2	47	3	49	3	11	4
Other countries	1,015	52	581	32	579	34	-43	0
Total overseas	1,967	100	1,795	100	1,704	100	-13	-5

Source: Special ITS Overseas Tabulations, MTR, P1-2

- The trend for visits to the province from overseas changed slightly in 2002, in that while there were fewer overall visits, there visits were longer than in 2000 or 2001. The average length of stay in 2002 was 9.1 nights for all overseas visitors.

CHART 17: Duration of Overseas Person-Visits in Ontario

Length of Stay in Ontario	2000		2001		2002	
	Visitors (000)	(%)	Visitors (000)	(%)	Visitors (000)	(%)
Same Day	417	18%	351	16%	309	15%
Overnight	1,967	82%	1,795	84%	1704	85%
Total	2,384	100%	2,146	100%	2,014	100%
Average Length of Stay in Ontario (in nights):						
All Visitors	8.4	-	8.8	-	9.1	-
Overnight Visitors	10.1	-	10.6	-	10.7	-

Source: Special ITS Overseas Tabulations, MTR, S1-1, P-35

- While "pleasure" continued to be the dominant trip purpose among overseas visitors (44%), this motivation was less of a factor in 2002 than it was in 2000 when it represented 50% of the overseas market or in 2001 when it represented 48% of the market.

- Trips to see friends and relatives grew over the same time period — from 28% in 2000 to 30% in 2001 to 32% in 2002.

- Business travel was 17% of overseas travel in Ontario in 2001 and 2002— slightly lower than in 2000.

- The same trends — a drop in pleasure travel and a corresponding increase travel to visit friends and relatives — was evident for overnight overseas tourism in Ontario.

CHART 18: Total Person-Visits in Ontario from Overseas Countries

Main Purpose of Trip	2000		2001		2002	
	Visitors (000's)	(%)	Visitors (000's)	(%)	Visitors (000's)	(%)
Pleasure	1,196	50%	1,035	48%	881	44%
Business	429	18%	356	17%	349	17%
VFR	667	28%	653	30%	653	32%
Personal/ other	89	4%	98	5%	126	6%
Total	2,384	100%	2,146	100%	2,014	100%

Source: Special ITS Overseas Tabulations, MTR, P-7

CHART 19: Total Overnight Person-Visits in Ontario from Overseas Countries

Main Purpose of Trip	2000		2001		2002	
	Visitors (000's)	(%)	Visitors (000's)	(%)	Visitors (000's)	(%)
Pleasure	977	50%	851	47%	738	43%
Business	359	18%	303	17%	302	18%
VFR	569	29%	567	32%	573	34%
Personal/ other	59	3%	71	4%	88	5%
Total	1,967	100%	1,795	100%	1,704	100%

Source: Special ITS Overseas Tabulations, MTR, P-8

- Hotels remained the most popular form of lodging among overseas visitors to Ontario. Half of these overnight visitors spent at least one night in a hotel during their stay in the province.

- As noted above, the proportion of overseas visitors to Ontario on trips to visit friends and relatives increased in 2002 over 2001 and 2000. Along that same trend, there was an increase in the proportion of overseas visitors who relied on friends and relatives for accommodation over this period — from 41% in 2000 to 44% in 2001 and 2002.

CHART 20: Type of Accommodation Used in Ontario by Overseas Visitors
% of Overnight Person-Visits by Accommodation Type Used in Ontario

Type Of Accommodation Used	2000	2001	2002
Hotel	52%	51%	51%
Motel	10%	9%	8%
Camping/Trailer Park	3%	2%	2%
Commercial Cottage	3%	3%	3%
Commercial Unspecified	4%	4%	3%
Any Commercial	66%	64%	64%
Home of Friends or Relatives	41%	44%	44%
Private Cottage	*	*	1%
Non-Commercial Unspecified	3%	3%	3%
Any Non-commercial	43%	46%	46%
Other/unknown	8%	10%	9%

Source: Special ITS Overseas Tabulations, MTR, M-14. *Less than 0.5%

- Activity patterns have remained very similar for total overnight visitors from overseas and those travelling for the primary purpose of pleasure over the 2000 to 2002 period.

CHART 21: Activities Participated in During the Trip
Total Overnight Person-Visits in Ontario from Overseas Countries*

Activity on Trip	2000		2001		2002	
	All O/night Visits	O/night Pleasure	All O/night Visits	O/night Pleasure	All O/night Visits	O/night Pleasure
	(%)	(%)	(%)	(%)	(%)	(%)
Shopping	84%	87%	85%	87%	87%	90%
Sightseeing	79%	88%	77%	88%	77%	89%
Go to a bar or nightclub	n/a	n/a	29%	29%	29%	29%
Visit park or historic site	53%	66%	60%	74%	60%	78%
Outdoors or sports	24%	26%	22%	24%	21%	24%
Boating	n/a	n/a	10	13	9%	11%
Golfing	n/a	n/a	3	3	3%	3%
Downhill	2%	2%	2	1	2%	2%
Hunting/Fishing	3%	3%	6	7	4%	4%
Visit zoo, museum, or botanical garden	n/a	n/a	23%	30%	22%	30%
Visit theme park	18%	22%	21%	25%	14%	18%
Attend festivals/fairs	13%	13%	12%	12%	12%	14%
Attend sports event	10%	8%	10%	11%	10%	10%
Go to a casino	n/a	n/a	10%	11%	10%	11%
Attend cultural event	16%	13%	15%	14%	15%	15%
Visiting friends or relatives	57%	44%	60%	45%	63%	47%
Other	4%	3%	3%	2%	3%	1%

Source: Special ITS Overseas Tabulations, MTR, P24.
Columns add to more than 100% because visitors may have participated in more than one activity on their trip.
n/a – not applicable to ITS 2000

- Total visitation to all travel regions decreased in 2002 over 2000 and over 2001. The most affected region was the Niagara Region with a drop in overseas visitors of 49% over 2000 and of 43% over 2001.

- Total overnight visitation decreased in 2002 over 2000 in all regions with the exception of Eastern Ontario where visitation stayed the same. Overnight visits increased in Essex, South-western Ontario, St. Lawrence River Corridor and in the Ottawa Region in 2002 over 2001, but decreased in the remaining travel regions.

- Toronto and Region continued to attract over 70% of all overseas visits in 2002, as did the region in 2000 and 2001.

CHART 22: Total Person-Visits in Ontario from Overseas Countries

Region Visited	2000		2001		2002	
	(000s)	(%)	(000s)	(%)	(000s)	(%)
1: Essex	30	1%	20	1%	17	1%
2: South-Western Ontario	108	5%	102	5%	87	4%
3: Niagara Region	842	35%	756	35%	430	21%
4: South-Central Ontario	185	8%	202	9%	129	6%
5: Toronto and Region	1744	73%	1626	76%	1438	71%
6: Central Ontario	223	9%	200	9%	162	8%
7: St. Lawrence River Corridor	192	8%	167	8%	135	7%
8: Ottawa Region	500	21%	452	21%	406	20%
9: Eastern Ontario	32	1%	34	2%	26	1%
10-12: Northern Ontario	97	4%	77	4%	68	3%
Total	2,384	100%	2,146	100%	2,014	100%

Source: Special ITS Overseas Tabulations, MTR, P41. *Less than 0.5%. Regions do not add to the provincial total because visitors may have visited more than one region during their stay in Ontario.

CHART 23: Overnight Person-Visits in Ontario from Overseas Countries

Region Visited	2000		2001		2002	
	(000s)	(%)	(000s)	(%)	(000s)	(%)
1: Essex	15	1%	12	1%	12	1%
2: South-Western Ontario	93	5%	79	4%	83	5%
3: Niagara Region	501	25%	411	23%	377	22%
4: South-Central Ontario	146	7%	155	9%	129	8%
5: Toronto and Region	1,395	71%	1,310	73%	1219	72%
6: Central Ontario	190	10%	168	9%	162	10%
7: St. Lawrence River Corridor	150	8%	110	6%	131	8%
8: Ottawa Region	420	21%	376	21%	390	23%
9: Eastern Ontario	24	1%	27	2%	24	1%
10-12: Northern Ontario	74	4%	62	3%	58	3%
Total	1,967	100%	1,795	100%	1,704	100%

Source: Special ITS Overseas Tabulations, MTR, P42. Regions do not add to the provincial total because visitors may have visited more than one region during their stay in Ontario.

CHART 24: Overnight Person-Visits in Ontario from Overseas Countries Main Purpose Pleasure

Region Visited	2000		2001		2002	
	(000s)	(%)	(000s)	(%)	(000s)	(%)
1: Essex	5	1%	6	1%	3	*
2: South-Western Ontario	26	3%	22	3%	20	3%
3: Niagara Region	356	36%	289	34%	263	36%
4: South-Central Ontario	61	6%	53	6%	37	5%
5: Toronto and Region	731	75%	662	78%	571	77%
6: Central Ontario	104	11%	75	9%	70	9%
7: St. Lawrence River Corridor	104	11%	71	8%	79	11%
8: Ottawa Region	230	24%	207	24%	197	27%
9: Eastern Ontario	11	1%	11	1%	9	1%
10-12: Northern Ontario	37	4%	32	4%	28	4%
Total	977	100%	851	100%	738	100%

Source: Special ITS Overseas Tabulations, MTR, P42. Regions do not add to the provincial total because visitors may have visited more than one region during their stay in Ontario.
* less than 1%

- Compared to 2000, overnight pleasure travel decreased by 24% in 2002. All regions experienced decreased in overnight pleasure travel by overseas visitors. The most affected area was Essex with a 40% drop; the least was the Ottawa Region with a 14% drop.

- Compared to 2001, overnight pleasure travel decreased by 13% in 2002. All regions experienced decreased in overnight pleasure travel by overseas visitors, with the exception of the St. Lawrence River Corridor, which increased by 11% in 2002 over 2001. The most affected area was Essex with a 50% drop.

- At $2,483 million, total spending by overseas visitors in Ontario in 2002 decreased by 1% over 2000, but increased by 5% over 2001. This was due to an increase in spending by overseas visitors on a per-trip basis.

- When inflationary impacts are removed, real expenditures in Ontario by overseas visitors (measured in 1992 dollars) decreased by 4.7% from $1,912 million in 2000 to $1,822 million in 2002. But when comparing to 2001, expenditures increased by 3.3% from $1,765 million.

- In constant 1992 dollars, average expenditures increased by 12.8% from $802 per person-visit in 2000 to $905 in 2002 and by 10.1% from $822 in 2001.

CHART 25: Total Overseas Expenditures in Ontario

Item of Expenditure	2000		2001		2002	
	($000s)	(%)	($000s)	(%)	($000s)	(%)
Accommodation	$490,983	20%	$444,849	19%	$422,735	17%
Food & Beverage	$366,866	15%	$354,831	15%	$334,172	14%
Canadian Carrier fares	$845,517	34%	$802,993	34%	$961,263	39%
Public/Local Transport	$90,823	4%	$89,035	4%	$86,444	4%
Private Transport	$125,317	5%	$115,852	5%	$114,317	5%
Recreation/ Entertainment	$168,812	7%	$157,774	7%	$142,569	6%
Retail/Other	$419,703	17%	$400,582	17%	$421,099	17%
Total	$2,508,021	100%	$2,365,915	100%	$2,482,599	100%

Source: Special ITS Overseas Tabulations, MTR, P29

CHART 26: Distribution of Overseas Expenditures in Ontario by Length of Stay and Average Expenditures per Visit			
	2000	2001	2002
Same Day	7%	6%	8%
Overnight	93%	94%	92%
Total	100%	100%	100%
Average Expenditures Per Person-Visit:			
Same Day	$396	$433	$618
Overnight	$1,191	$1,233	$1,345
Total	$1,052	$1,103	$1,233

Source: Special ITS Overseas Tabulations, MTR, S3, P32, R13

Chart 27: Total Overseas Expenditures by Region						
Regions	2000		2001		2002	
	($000s)	% share	($000s)	% share	($000s)	% share
1: Essex	$7,237	0.3%	$5,311	0.2%	$8,048	0.3%
2: South-Western Ontario	$51,550	2.1%	$49,568	2.1%	$52,705	2.1%
3: Niagara Region	$219,198	8.7%	$181,648	7.7%	$179,392	7.2%
4: South-Central Ontario	$69,840	2.8%	$86,827	3.7%	$71,561	2.9%
5: Toronto & Area	$1,727,646	68.9%	$1,663,737	70.3%	$1,761,048	70.9%
6: Central Ontario	$91,480	3.6%	$93,681	4.0%	$81,085	3.3%
7: St. Lawrence River Corridor	$44,741	1.8%	$34,309	1.5%	$51,861	2.1%
8: Ottawa Region	$247,455	9.9%	$208,260	8.8%	$239,804	9.7%
9: Eastern Ontario	$ 9,760	0.4%	$8,393	0.4%	$7,819	0.3%
10-12: Northern Ontario	$38,329	1.5%	$33,501	1.4%	$28,416	1.1%

Source: Special ITS Overseas Tabulations, MTR, P43

Glossary

ACCOMMODATION TYPE: refers to the type(s) of accommodation used on the trip.

Commercial accommodation: hotel, motel, camping/trailer park and commercial cottage.

Non-Commercial accommodation: home of friends or relatives, private cottage.

Other: Few categories of accommodation were available in the ITS questionnaire and no instructions were provided to guide the respondent in the use of "other" accommodation. As such, "other" could include bed and breakfasts, resorts, dormitories, hostels, sleeping berths on trains and boats, etc.

Commercial Unspecified: This term is used when a respondent did not specify the type of accommodation used, but indicated that he/she spent money on accommodation.

Any commercial accommodation: Refers to trips on which a respondent reported utilising any form of commercial accommodation.

Any non-commercial accommodation: This term is analogous to *any commercial accommodation*, and is used for trips reporting staying with friends and relatives and/or in private cottage or vacation home.

ACTIVITIES ON TRIP: Respondents were asked to indicate whether they participated in any of the pre-specified activities. The activity could have occurred at any location on the trip since the activity data was not captured on a location-specific basis.

Since a visitor could participate in more than one activity, the activity shares add up to more than 100 %.

EXPENDITURES ON TRIP: These include all dollars spent by all persons on a travelling party. These expenditures exclude transportation fares paid to non-Canadian carriers.

MODE OF TRANSPORT: The ITS records two types of transport used: a) to enter Canada and b) while in Canada. *Other* transport includes pedestrian, motorcycle and bicycle. Due to multiple responses on the mode of transport while in Canada (i.e. a respondent could have used multiple transportation modes), the numbers of the various modes used add up to more than 100 %.

PERSON-NIGHT: One visitor spending one night in a specified location on the trip.

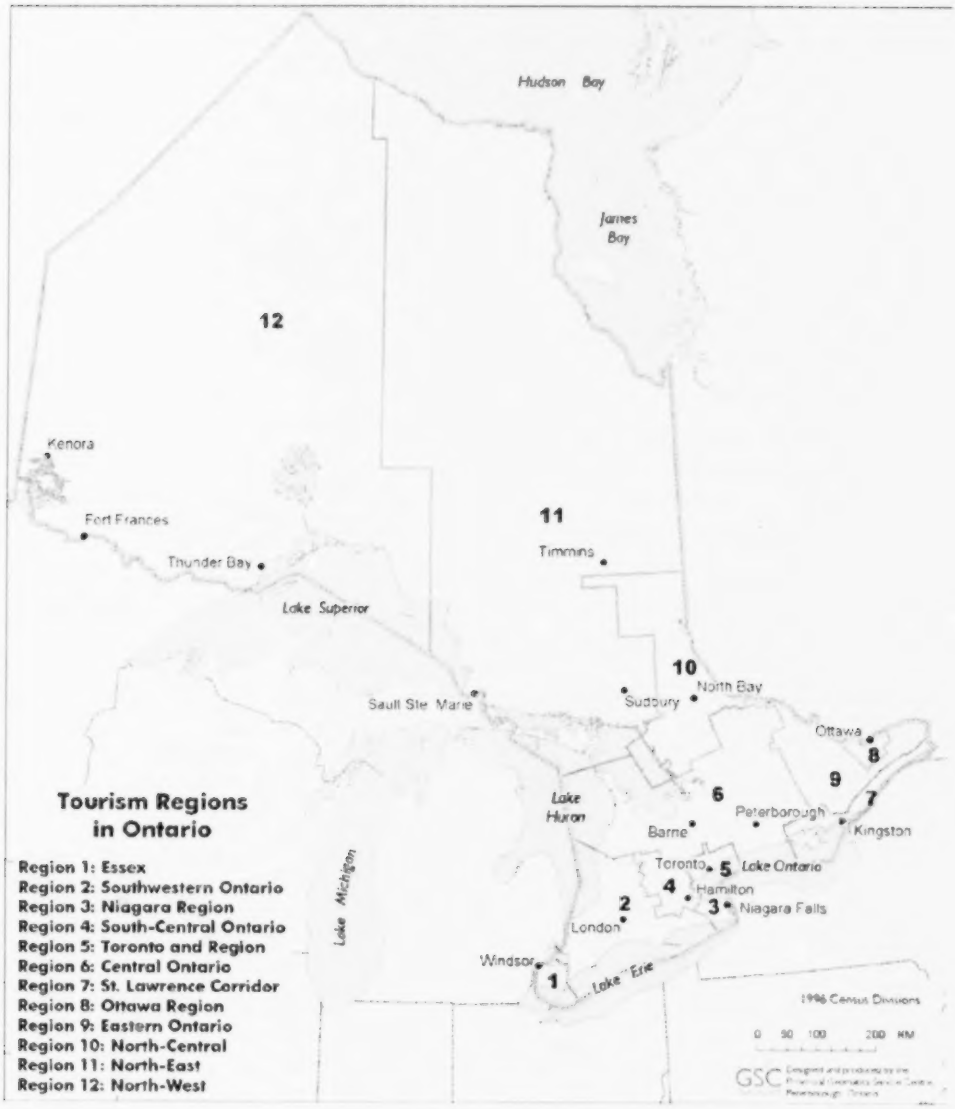
PERSON-VISIT: A person making one visit to a region.

PURPOSE OF TRIP (MAIN): The main reason for the trip to Canada. The details for each main group were as follows:

Pleasure: includes vacation, visiting second home, attend events/attractions and shopping.
Business: includes attending a meeting, convention, and other work.
Visiting Friends and Relatives: includes visiting friends and relatives.
Other: includes personal, in transit, and other.

VFR: Visiting Friends and Relatives

MAP OF ONTARIO'S TRAVEL REGIONS



ENDNOTES

[1] Source: Special ITS Overseas Tabulations, MTR, page M53-1.
[2] Source: Special ITS Overseas Tabulations, MTR, page S1-1.
[3] Source: Special ITS Overseas Tabulations, MTR, page M55-1.
[4] Source: Special ITS Overseas Tabulations, MTR, page P2-1.
[5] Source: Special ITS Overseas Tabulations, MTR, page P18/19-1.
[6] Source: Special ITS Overseas Tabulations, MTR, page P7-1.
[7] Source: Special ITS Overseas Tabulations, MTR, page R2; M37-1/4.
[8] Source: Special ITS Overseas Tabulations, MTR, page M53-1.
[9] Source: Special ITS Overseas Tabulations, MTR, page S1-1.
[10] See Statistics Canada border crossing statistics, 2002.
[11] Source: Special ITS Overseas Tabulations, MTR, page P39-1.
[12] Source: Special ITS Overseas Tabulations, MTR, page P1-1.
[13] Source: Special ITS Overseas Tabulations, MTR, page P2-1.
[14] Source: Special ITS Overseas Tabulations, MTR, page P1-1.
[15] Source: Special ITS Overseas Tabulations, MTR, page P39-1.
[16] Source: Special ITS Overseas Tabulations, MTR, page M51-1.
[17] Source: Special ITS Overseas Tabulations, MTR, page P18/19-1.
[18] Source: Special ITS Overseas Tabulations, MTR, page P19-1.
[19] Source: Special ITS Overseas Tabulations, MTR, page P7-1.
[20] Source: Special ITS Overseas Tabulations, MTR, page P-35-1.
[21] Source: Special ITS Overseas Tabulations, MTR, page P49-2.
[22] Source: Special ITS Overseas Tabulations, MTR, page P50-1.
[23] Source: Special ITS Overseas Tabulations, MTR, page M40-1.
[24] Source: Special ITS Overseas Tabulations, MTR, page P16-1.
[25] Source: Special ITS Overseas Tabulations, MTR, page R2; M37-1/4.
[26] Source: Special ITS Overseas Tabulations, MTR, page M55-1.
[27] Carrier fares were assigned to ports of entry/exit within the ITS. If a visitor entered/exited Canada in a province other than Ontario, only a portion or none of their domestic carrier fares would be attributed to Ontario.
[28] Source: Special ITS Overseas Tabulations, MTR, page P14-1.